



A Comprehensive List of Job Titles

Horizontal and Vertical
Structure Organization Job
titles for lead generation
expansion



Introduction

Welcome to the SmartSaaS Library, you are currently accessing our Comprehensive List of Job Titles for different levels and across 10+ departments to help you and your sales team target and reach more people in an organization.

Increase the quantity and quality of the leads you're targeting

There are a number of ways to build your list of leads, but one of the most effective methods is to expand your list of job titles, from any level of the organization, in any industry- that way you can generate more leads. You want to be able to gain access to all types of professionals in order to increase the reach of your sales campaign, while still considering the relevance of these positions to your client and your offer.

Using this list will allow you to expand title lists within departments so you can reach out to more prospects and target high-quality leads on your sales pipeline more efficiently and effectively. Saving you and your prospect valuable time, generating higher quality and quantity of leads, and maximizing your lead generation efforts. You can also create targeted content that speaks directly to the needs of these individuals.

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Horizontal Structure

Business Owners

Chief Executive Officer (CEO), Proprietor, Principal, Owner, President, Founder, Administrator, Director, Managing Partner, Managing Member, Managing Director, Chairperson (gender-neutral for Chairman), General Manager

Sales

Chief Revenue Officer (CRO), Chief Sales Officer

VP Sales, VP International Sales, VP Sales Operations, SVP Business Development, SVP Sales, EVP Sales (Executive Vice President), EVP Business Development

Director Business Development, Director National Sales, Director Regional Sales, Director International Sales, Account Director

Sales Manager, Territory Manager, Business Development Manager, Key Accounts Manager, National Sales Manager, Inside Sales Manager, Regional Sales Manager, Relationship Manager

Marketing

Chief Marketing Officer (CMO), Chief Digital Officer, Chief Digital Marketing Officer,

VP Marketing, VP Online Marketing, VP Branding, VP Product Marketing, VP Strategic Marketing, SVP Marketing, EVP Marketing, VP Technical Marketing, VP Growth Marketing

Director Marketing, Director Strategic Marketing, Director Product Marketing, Director Digital Marketing, Director Advertising, Director Brand, Director Social Media, Creative Director, Content Director, Director Brand strategy, Director of web marketing Director of SEO operations, Director Email Marketing, Ecommerce Marketing Director, Director of communications, Director of market research, Channel marketing director, Partnership marketing director

Director of influencer marketing and partnerships, Digital media director, Director of social media, Director of social media marketing, Director Performance Marketing,

Marketing Manager, Social Media Manager, Brand Manager, Digital Marketing Manager, Product Marketing Manager, Online Marketing Manager, Advertising Manager, Content Marketing Manager, Email Marketing Manager

Operation

Chief Operating Officer (COO), Chief Operations Officer, Executive VP of Operations

VP Operations, SVP Operations, VP Business Operations, VP Operations Management, VP Finance & Operations, EVP Operations

Director Operations, Business Operations Director, Team Lead Operations, Strategy & Operations Leader

Operations Manager, Business Operations Manager, Office Operations Manager, Operations Supervisor, General Manager Operations

Information Technology

Chief Information Officer (CIO), Chief Technology Officer (CTO), Chief Data Officer (CDO)

VP Information Technology, VP Information Systems, VP IT Service Delivery, VP IT Operations, Big Data VP, VP Business Intelligence, VP Information, VP Software Development, VP Software Engineering, VP Quality Assurance, VP Network, SVP Technology, SVP Information, EVP Technology

Director Information Technology, Business Intelligence Director, Big Data Director, Director Information Systems, Director Technology, Enterprise Master Data Director, Director Global Business Solutions, Director Global Data Services, Director Data and Innovations, Director Software Development, Director Quality Assurance, Director Network, Director End User Computing, Director Software Engineering

AWS Architect, AWS Cloud Architect, Azure Architect, Azure Developer, Azure Engineer, Systems Analyst, Cloud Engineer, Head Infrastructure, Infrastructure Engineer, Infrastructure Manager, IT Infrastructure Engineer, Systems Administrator, Platform Engineer, Systems Engineer, Technical Business Analyst, Cloud Project Manager, Cloud Software Engineer, Head Of Business Systems, Infrastructure Analyst, Infrastructure Lead, Infrastructure Support, Infrastructure Support Engineer, Infrastructure Systems Engineer, IT Systems Manager, Junior Cloud Engineer, Linux Engineer, Platform Manager

Manager Information Technology, Manager Information Systems, Manager Data, Manager Quality Assurance, Manager Help Desk, Manager Data Center, Manager Software Development, Technical Program Manager, Senior Program Manager, Technology Manager, Systems Manager, Network Manager, IT Program Manager, Service Desk Manager, Web Manager, IT Operations Manager, Technical Delivery Manager, Infrastructure Manager, Technical Services Manager, Network Operations Manager, Technical Support Manager

Engineering

Chief Operating Officer (COO), Chief Operations Officer, Executive VP of Operations

VP Engineering, Engineering Executive, VP Software Engineering

Director Engineering, Lead Engineer, Principal Engineer

Software Engineering Manager, Engineering Program Manager, Manager Engineering, Principal Software Engineering Manager, Senior Engineering Manager

Cybersecurity

Chief Information Security Officer (CISO)

VP Cybersecurity, Cyber Security Executive, Security Executive, Cybersecurity Head

Information Security Director, Cybersecurity Director, Cybersecurity Lead, Information Security Manager

Human Resources

Chief Human Resources Officer (CHRO), Chief People Officer

VP Human Resources, VP Talent Acquisition (TA), VP Talent Management (TM)

Director Human Resources, Director Talent Acquisition, Director Talent Management, Director Compensation, Director Payroll, Director Employer Brand, Director Training, Director Activities

Manager Human Resources, Manager Talent Acquisition, Manager Payroll, Manager Benefits, Manager Training, Manager Workers Comp, Manager Human Resources Information System (HRIS)

Finance & Accounting

Chief Financial Officer (CFO), Chief Accounting Officer, Chief Accountant

VP Finance, VP Procurement, VP Corporate Development, VP Payroll, Treasurer, SVP Finance, EVP Finance, VP Accounting, VP Accounting and Finance, VP FP&A, SVP/VP Treasury, Group Treasurer, Corporate Treasurer, Deputy Treasurer

Director Finance, Director Procurement, Director Risk Management, Director Payroll, Controller, Financial Controller, Comptroller, Accounting Controller, Accounting Director, Tax Director, Audit Director, Director FP&A, Head of Treasury and Risk, Director Treasury, Director Corporate Finance & Treasury, Head of Treasury Operations, Head of Risk, Risk Director, Head of Treasury Control, Head of Treasury Risk Management, Treasury Control Director, Head of (Global) Cash, Director of (Global) Cash, Treasury Operations Director, Director of International Treasury, Auditing Director, Budget Director, Financial Analysis Director, Risk Management Director, Head of FP&A

Manager Purchasing, Manager Risk, Manager Payroll, Manager Financial planning and analysis (FP&A), Accounting Manager, Audit Manager, Accounts Payable Manager, Accounts Receivable Manager, Accounts Supervisor, Tax Manager, Portfolio Manager, Finance Manager, Inventory Manager, Internal Audit Manager, Compensation Manager, Loan Manager, Underwriting Manager, Revenue Manager, Lending Manager, Budget Manager, Financial Reporting Manager, Investment Manager, Treasury Manager, Cash Manager, Financial Services Manager

Administrative

Chief Administrative Officer, Chief Administration Officer, Head of Administration, Chief Business Officer

VP Administration, VP Finance & Operations, Chief of Staff

Director Administration, Administrative Services Director, Administrative Director, Maintenance Director, Facilities Director

Administrative Manager, Business Support Manager, Administrative Services Manager, Office Manager, Department Manager, Administration Manager

Customer Service

Chief Customer Officer (CCO), Chief Experience Officer, Chief Client Officer, Chief Customer Service Officer

Customer Service Executive, VP Customer Service, VP Customer Experience, VP Client Services, SVP Global Customer Services

Director Customer Service, Director Client Services, Director Implementation, Customer Experience Director, Voice of the Customer, Call Center Director

Customer Service Manager (CSM), Implementation Manager, Customer Experience Manager, Call Center Manager, Call Center Supervisor, Manager Customer Success, Client Services Manager, Relationship Manager, Customer Relations Manager, Call Center Operations Manager, Customer Support Manager

Communication

Chief Communications Officer (CCO), Corporate Communications Officer, Public Relations Officer (PRO), Head of Communications & Public Policy

VP Corporate Communications, VP Marketing Communications, VP Corporate Affairs, VP Public Relations

Director Communications, Marketing Communications Director, Director Corporate Communications, Public Relations Director, Director External Communications, Director Internal Communications

Communications Manager, Public Relations Manager, Marketing Communications Manager, Media Relations Manager, Internal Communications Manager, External Communications Manager

Ecommerce

VP of E-Commerce, Vice President of Commercial Strategy, VP, Engineering - Influencer Growth Platform, VP of Global Growth and eCommerce

Director eCommerce Engineering and Site Operations, Director of Ecommerce, Director of eCommerce and Marketing, Director of Brand & Content Marketing eCommerce, Director of Marketing and eCommerce, Director of eCommerce Analytics,

Head of eCommerce, eCommerce manager, Retail eCommerce Marketing Manager, ECommerce Merchandiser, Head of eCommerce - Strategy and Marketing, Head of eCommerce Operations, eCommerce Operations Manager,

Data Analyst

Analytics Director, Data Scientist Machine Learning Engineer, Big Data Engineer / Architect, BI developer / Analyst, Web Analyst, Insight Director, Research Analyst, Data Analyst, Big Data, Data Science, Advanced Analytics, Digital Analytics, Business Intelligence & Data Warehousing, Research & Insight

Vertical Structure

C-Levels

CEO, Chief Executive Officer, CFO, Chief Financial Officer, CBO, Chief Business Officer, CMO, Chief Marketing Officer, Chief Medical Officer, CSO, Chief Sales Officer, COO, Chief Operation Officer, Chief Operating Officer, CTO, Chief Technology Officer, Chief Technical Officer, Chief Investment Officer, CCO, Chief Compliance Officer, CIO, Chief Information Officer, CSO, Chief Strategy Officer, Chief Scientific Officer, Chief Architect, Chief Merchandising Officer, CAO, Chief Accounting Officer, Chief Administration Officer, Chief Administrative Officer, CLO, Chief Learning Officer, Chief Legal Officer, CBO, Chief Brand Officer, Chief Banking Officer, Chief Experience Officer, CRO, Chief Revenue Officer, CCO, Chief Customer Officer, CPO, Chief Product Officer, Chief Communications Officer, Chief Sustainability Officer, Chief Information Security Officer, Chief Applications Architect, Chief Contracting Officer, Chief Data Officer, CDO, Chief Development Officer, Chief Risk Officer, Chief Procurement Officer

SVP-Levels

Senior Vice President, Senior VP Finance, Senior VP Business Development, Senior VP Marketing, Senior VP Medical, Senior VP Sales, Senior VP Operation, Senior VP Technology, Senior VP Investment, Senior VP Compliance, Senior VP Information

V-Levels

Vice President, VP Financial, VP Business Development, VP Marketing, VP Medical, VP Sales, VP Operation, VP Technology, VP Investment, VP Compliance, VP Information, VP Human Resources, VP Corporate Development, VP Secretary, VP Regulatory Affairs, VP Intellectual Property, VP Strategy, VP General Counsel, VP Creative, VP Art, VP Engineering, VP Software Development, VP Hardware, VP Network, VP Quality Assurance, VP IT, VP eBiz/Internet, VP Merchandising, VP Business Development, VP Product Management, VP Product Marketing, VP Strategic Alliances, VP Strategic Marketing, VP Channel Development,

VP Product Delivery, VP Manufacturing, VP Supply Chain, VP Broadcast, VP Exploration/Land, VP Production, VP Project Management, VP Facilities, VP Controller, VP Treasurer, VP Accounting, VP Treasurer, VP Actuary, VP Compliance, VP Credit, VP Banking, VP Audit, VP Mergers/Acquisitions, VP Lending/Loans, VP Portfolio Mgr, VP Insurance, VP Taxes, VP Purchasing, VP Customer Service, VP Administration, VP Legal Affairs, VP Govt Affairs, VP Investor Relations, VP Professional Services, VP Program Management, VP Training, VP Public Relations, VP Corporate Communications, VP Research/Development, VP Medical, VP Clinical, VP Drug Discovery, VP Chemistry, VP Biology, VP Stats/Biotech/Info, VP Scientific Affairs, VP EMEA, VP AsiaPac, VP International

D-Levels

Director, VP, Financial Director, Business Development Director, Marketing Director, Medical Director, Sales Director, Operation Director, Technology Director, Investment Director, Compliance Director, Information Director, Human Resources Director, Corporate Development Director, Secretary Director, Regulatory Affairs Director, Intellectual Property Director, Strategy Director, General Counsel Director, Creative Director, Art Director Engineering Director, Software Development Director, Hardware Director, Network Director, Quality Assurance Director, IT Director, eBiz/Internet Director, Merchandising Director, Business Development Director, Product Management Director, Product Marketing Director, Strategic Alliances Director, Strategic Marketing Director, Channel Development Director, Product Delivery Director Manufacturing Director, Supply Chain Director, Broadcast Director, Exploration/Land Director, Production Director, Project Management Director, Facilities Director, Controller Director, Treasurer Director, Accounting Director, Treasurer Director, Actuary Director, Compliance Director, Credit Director, Banking Director, Audit Director, Mergers/Acquisitions Director, Lending/Loans Director, Portfolio Mgr Director, Insurance Director, Taxes Director, Purchasing Director,

Customer Service Director, Administration Director, Legal Affairs Director, Govt Affairs Director, Investor Relations Director, Professional Services Director, Program Management Director, Training Director, Public Relations Director, Corporate Communications Director, Research/Development Director, Medical Director, Clinical Director, Drug Discovery Director, Stats/Biotech/Info Director, Scientific Affairs Director, EMEA Director, AsiaPac Director, International Director,

Others

President, Co-Founder/Founder, Partner, Chairman, Vice Chairman, Board Member

In conclusion

In order to generate more leads, it is important to target your lead generation efforts towards the correct people in the right positions, that are relevant to your client and your offer with the right messaging. By doing so, you will be able to reach a larger audience and increase your chances of making a sale.